

In The Claims

Claims 1-46 (Canceled)

47. (New) A system comprising:

a receiver to receive content, an advertisement and update instructions for said advertisement;

a cache, coupled to said receiver, to store said content and said advertisement; and

a shell, in said receiver, to find a place to insert the advertisement in the cached content before the cached content continues to be output for display, said receiver to receive an update for said advertisement and to automatically replace said advertisement with said update using said instructions.

48. (New) The system of claim 47 said receiver to receive said update with a pointer, said receiver to use said pointer to store said update at a location.

49. (New) The system of claim 48 wherein said receiver to receive content interrupted by said advertisement, said receiver to provide a marker in said content to indicate where said advertisement should be inserted, said pointer provided with said marker.

50. (New) The system of claim 49 wherein said receiver to identify said marker in said cached content and use said pointer to locate an advertisement stored in the location indicated by said pointer.

51. (New) The system of claim 47 wherein said receiver to receive content interrupted with said advertisement, said receiver to determine whether said advertisement was previously stored.

52. (New) The system of claim 51 wherein said receiver to maintain a list of stored advertisements and to compare information about a particular advertisement to information on said list of stored advertisements to determine whether said particular advertisement was previously stored.

53. (New) The system of claim 52 wherein said receiver to store said advertisement only if the advertisement was not previously stored.

54. (New) The system of claim 52 wherein said receiver to upload said list of stored advertisements along with said pointers to a remote server.

55. (New) The system of claim 47 wherein said receiver to receive information about when to update said advertisement and automatically update said advertisement in accordance with said information.

56. (New) The system of claim 55 wherein said receiver periodically, automatically update advertisements.

57. (New) The system of claim 47 wherein said system is a set-top box.